

Walter N. Matthews.

J. Alto Matthews.

Chas. D. Matthews.

# MATTHEWS BROTHERS

## GROCCERS

"Your Money's Worth or Your Money Back."

PRODUCE A SPECIALTY.

FLORALA, ALABAMA.

### A PROSPEROUS NEWSPAPER IS THE FLORALA NEWS

Oscar R. Smith, Editor and  
Business Manager, Meets  
With Success From the  
Start.

Among other industries Florida can  
boast of a weekly newspaper second to  
none in point of neatness, news and  
the amount of advertising carried  
either in South Alabama or West Flor-  
ida.

The people of Florida, realizing that  
the News is doing good work for the  
upbuilding of the entire section  
support it heartily, particularly the  
merchants and other business men.

A few weeks ago the News had the  
following to say of its career briefly  
summed up, since it started:

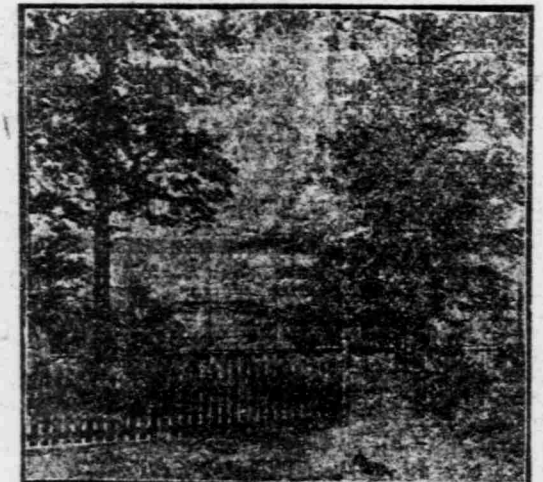
Seven Years Old.  
This Christmas seven years ago the  
first issue of the Florida News was  
taken from the bed of a Washington  
hand press. It was pretty small, then,  
and the office was in a woodshed  
without a floor; but the newspaper  
spirit was there and the patience and  
perseverance that perhaps might have  
accomplished greater things, has dwelt  
with the paper since. However, the  
people of Florida have been kind to  
the News during the past four years,  
business men, subscribers and contrib-  
utors alike, and we feel very thankful  
to all. Of course, it is through the  
patronage of the public that an enter-  
prise of this kind is enabled to live at  
all, and we are glad that the News  
has not only lived and prospered, but  
has spread out a little.

From a hand press and the proverb-  
ial "shirt-tail full of type" we have  
installed a splendid cylinder press and  
two jobbers, one with power equip-  
ment and an assortment of type, bor-

ders, rules, etc., that would look good  
in any job office. This department has  
ever been careful to turn out none but  
the best grade of work, so that our busi-  
ness along that line has grown from  
orders amounting to \$10 per week un-  
til week before last when we received  
and are now filling an order of 118,000  
impressions for one concern.

There are many who have contrib-  
uted items and articles of interest to  
our columns during the past year, and  
to these we feel doubly grateful; for  
it is no small job to get out any kind  
of a newspaper, and especially is it  
takes from week to week to put forth  
the effort to please all and assist in  
looking after the advertising and job  
printing.

We have also received many kind  
words of appreciation and encourage-  
ment—some of them from unexpected  
sources, which make them all the  
more appreciated. And now looking  
forward to the new year we hope to  
profit by past experience and observa-  
tion and thereby make of the News a  
better paper.



The 'Flat Iron' Building, Florala, Ala.

E. C. R. L.  
**BRACEWELL BROTHERS**  
BARBERS  
FLORALA, ALABAMA.

**J. N. Rice & Co.**  
DRY GOODS AND NOTIONS.  
Ladies' Dress Goods a Specialty.  
Florala, Alabama.

### Florala Jewelry Store,

Sellers, Fixers and Repairers.

SOUVENIRS

Clocks, Watches, Watch Chains, Locketts, Rings,  
Bracelets, Etc.

Satisfaction Guaranteed or Money Refunded.

James Burgess, Prop. FLORALA, ALABAMA.

### A MODEL GROCERY COMPANY.

THIS STORE IS ONE TO BE PROUD OF.



Model Grocery Store of Matthews Brothers, Florala, Alabama.

One of the most thoroughly up-to-  
date and perfectly stocked grocery  
stores in Southeast Alabama, is that  
of Matthews Brothers, general gro-  
cers and dealers in produce.

This company was organized in 1905,  
and is composed of the following gen-  
tlemen, all of whom are experienced  
in this particular line, having been  
connected with the business operated  
by their father, prior to the formation  
of the present company: Walter N.  
Matthews, J. Alto Matthews and  
Charles D. Matthews.

Matthews Brothers have but recent-  
ly moved into their new location a  
more commodious and larger store, 100  
feet long by 25 feet wide. This store  
is stocked with over \$5,000 worth of  
the highest grade of staple and fan-

cy groceries, and in appearance is as  
up-to-date as many larger stores in  
cities ten times the size of Florala.  
Controlling as they do, the better class  
of trade, this change was made neces-  
sary to more perfectly accommodate  
the business, which by the way is  
growing by leaps and bounds.

The business is a strictly retail  
one, and confined to green and fancy  
and staple lines, as well as candy,  
cigars and tobacco. One of their spe-  
cialties is produce, and the motto, a  
good one, is "Your money's worth or  
your money back."

The store of Matthews Brothers is  
one that any town might well be  
proud of, to say nothing of the people  
comprising the firm, courteous gen-  
tlemen.

### FUEL CHEAP IN FLORALA

Hard and Soft Coal For All  
Purposes Can Be Ob-  
tained at Low Cost.

Not only is Florala an ideal city  
for manufacturing industries of any  
and every description, but the facili-  
ties are enticing. The following let-  
ter, received by Mayor French, a  
short time ago, shows how cheaply  
fuel may be obtained for both steam  
and other purposes:

January 3, 1908.  
City of Florala,  
Florala, Alabama.

Gentlemen:  
Owing to an embargo that has been  
placed on coal by the L. and N. rail-  
road for movement to New Orleans,  
La., we find ourselves just at this  
time somewhat cramped for ready  
business.

Our mine is located at Roden, Ala-  
bama, on the L. and N. Railroad, and  
we would be glad to book your order  
for one or more cars of "Blount Ca-  
haba, run-of-mine steam coal" at \$1.25  
per ton, F. O. B. cars, mine. The  
present rate on coal to Florala, from  
our place, is \$1.50 per ton.

If you can use any of our product,  
we will authorize you to wire us at  
our expense, your present needs and  
will thank you very much for the  
business.

Yours truly,  
INLAND COAL COMPANY,  
Birmingham, Ala.

### LAKEWOOD A GOOD TOWN

In Walton County, Florida,  
Three Miles From the  
City of Florala.

Three miles southeast of Florala, in  
Walton county, Florida, is the town of  
Lakewood, numbering in population  
some 500 people, engaged in farming,  
and by the Britton Lumber company,  
also. Lakewood is comparatively a  
new town, having been organized at  
the same time as was the mill, some  
four or five years ago. This town is  
prosperous in every way, and boasts  
of the mill and planer of the Britton  
Lumber company, employing about 200  
men, a large commissary store, a good  
school, with an attendance of about  
30 pupils, maintained by private sub-  
scription; a union church also main-  
tained by private subscription; 85 sub-  
stantial dwelling houses, telephone  
and Western Union Telegraph office,  
resident physician and two roads, viz:  
the Louisville and Nashville and the  
new Britton standard gauge road.

The main road, of course, is the  
Louisville and Nashville, over which  
pass about 75 cars of freight, per  
month, amounting to about \$7,000. The  
mill is as up-to-date as any in the  
south, and does, of course, much for  
the prosperity of this little town. The  
climate is considered as healthy as  
any in the whole country, little or no  
sickness being reported.

The agricultural interests are very  
important. The land—cut-over—is  
adapted to the raising of garden and  
farm truck of every description, and  
is in close proximity to the town of  
Lakewood. Property values are in-  
creasing steadily, owing to the rapid  
building of that section of Florida. It  
is possible to purchase wild lands at  
the present time at about \$5 per acre,  
while cleared land can be bought at  
as low as \$10 per acre.

While there is enough timber stand-  
ing to insure employment at the mill  
for years to come, cut-over land, suit-  
able for farming purposes, is being  
speculation, is being constantly sold,  
proving conclusively that the town of  
Lakewood is on the way to eventually  
become a town of substantial import.

The most exclusive organization of  
the sort is the Jockey club of England.  
This club has only seventy members,  
including the king.

### TRUCK FARMING IN COVINGTON COUNTY

Practical Grower Tells What  
He Can Do in Ala-  
bama Soil.

By R. F. Luttrell.

The writer having been interested  
by nature in farming and trucking,  
has noticed with a great degree of in-  
terest the advantages and disadvan-  
tages of a good many sections of the  
country, especially the southern part  
lying near the Gulf of Mexico.

The warm winds from this body of  
water temper the icy winds of the  
north to such an extent that a large  
number of vegetables can be grown  
during the average winters in the  
south half of Georgia, Mississippi, Loui-  
siana, and all of Florida. Taking Cov-  
ington county, Alabama, which joins  
the Florida line on the south, as a  
text for this article, we will say that  
beans, radishes, lettuce, turnips, bro-  
cole, mustard, onions, collards, brus-  
sels sprouts, cabbage, etc., all grow  
through the winter while to the list  
may be added strawberries, English  
peas, spinach, etc., for very early af-  
ter-Christmas vegetables.

With the beginning of spring, say  
from Feb. 14, almost everything on the  
calendar may be planted.

This is truly a market gardener's  
paradise. The soil generally is a fair  
quality of sandy loam about six inches  
deep with stiff clay sub-soil.

With the land yields to good treatment  
quickly. Lands can be improved here  
more cheaply than in many places, as  
the velvet bean grows to perfection. A  
crop of these beans has been known to  
increase the yield of corn from 7  
to 17 bushels per acre the first sea-  
son.

Our people are beginning the use  
of improved farm implements, which  
they find is not only paying hand-  
some returns, but goes a long way to-  
ward solving the labor question.

In addition to being a very desir-  
able trucking section the main farm  
crops of corn, cotton, oats, potatoes  
and sugar cane are profitable.

No section on the earth's surface  
can surpass this as a hay-producing  
country. Peas, velvet beans and mil-  
let all produce enormous yields. Oats  
can be cut in May and followed with  
peas and millet mixed which improves  
the land for the succeeding crop and  
gives us hay of the very highest feed-  
ing value. With this for feed a mule  
need not be fed a grain of corn or  
oats the year through.

Just at present lands are compar-  
atively cheap, but are enhancing in  
value very fast.

The time and opportunity are here  
together—now. The early comers, of  
judgment and thrift, will reap the  
promised rewards of the husbandman.

Covington county and Florida partic-  
ularly extends a cordial welcome to  
the industrious, honest, man who will  
appreciate the surrounding advan-  
tages.

We do not wish to create the wrong  
impression, for it takes work—ever-  
lastingly at it—to succeed, but to the  
worker will come plenty and some-  
thing for the comfort of his old age.

"Your husband is still very fond of  
horses," said the woman who disap-  
proves of betting.

"Yes," answered Mrs. Torkins.

"Well, it's nothing to his credit."

"I don't know about that. It shows  
he has a very forgiving disposition."

—Washington Star.

### NO SALOONS IN FLORALA

A Reminiscence.

Florala, like many other good towns  
or cities, is a dry one, having been  
voted so at the last general election.  
However, liquor was not entirely vot-  
ed out, the people deciding by their  
vote to maintain a dispensary. This  
dispensary is to be under the manage-  
ment of the city direct, and was to  
have been opened on Jan. 15. How-  
ever, pending the action of the city  
council, the opening of the dispensary  
has been held in abeyance, and it is  
expected same will be opened in the  
near future. Florala has often been  
the subject of adverse criticism, re-  
lative to her morals, caused chiefly,  
it was claimed, through the sale of whis-  
key. In speaking of this to a citizen  
of Florala, he said:

"We at one time did have a pretty  
bad town. I remember once, when a  
crowd of 'drummers' were sitting  
around the hotel lobby, one asked  
where he could get a drink. He was  
led out into the center of the road by  
one of the citizens, and the following  
dialogue ensued:

"Citizen: 'You want a drink and  
want to know where to get it?' Drum-  
mer: 'Yes.' Citizen: 'Well, see that  
light, away in at the other end of the  
town, on the hill? Well, that is a mil-  
linery establishment, run by a lady.  
Keep away from there, but go any-  
where else you like; you will be sure  
to get one.'

"While that is a little over-exagger-  
ated, still at one time it was almost  
as bad. However, I am glad to say  
that now we have abolished that evil,  
and judging from the way we have  
grown in the past, when we had the  
'whiskey evil,' what will we do when  
we haven't got it? We should certainly  
become a great city. The trouble  
is that the bad in Florala has been  
magnified, while the good has been

too often overlooked. We are young  
and like all gay young things, we too  
often kick up our heels, and play the  
wild, but we are growing older and  
bigger, and—let us hope—better in  
the near future we hope to abolish the  
sale of whiskey altogether, and be-  
come good citizens. There are many  
towns, much older than we are, far  
worse, but few better, and the stran-  
ger who comes amongst us will find us  
fully civilized."

She—I see an average man needs  
1,000 pounds of food yearly. He—But  
he doesn't want it in one batch of his  
culits, dear.—Pick-Me-Up.



The "Flat Iron" Building, Florala, Ala.

### CLEM GRIFFIN

Pressing, Cleaning and Dyeing  
Repairing.

CLOTHES CALLED FOR AND DELIVERED  
FLORALA, ALABAMA.

### A. F. LAWRENCE

CITY DRAYMAN.

Special attention given to Traveling Men  
Household Goods and Pianos Moved  
FLORALA, ALABAMA.



D. I. B. Adkison,  
The Old Reliable,  
LIVERY STABLE.

Special Attention to  
Traveling Men.

Across from L. & N. Depot.  
FLORALA, ALA.

OWEN F.

CURTIS E.

### LEE BROTHERS GROCCERS

All kinds of Feed Stuff.

Gent's Furnishers.

FLORALA, ALABAMA.

R. A. French

Real Estate,  
Rental, and  
Insurance  
Agent.

Florala, Alabama.